

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .RESTORE OUR FUTURE

Product RESTORE OUR FUTURE

Estimate# 1262

Buyer ELISE CLOYD

Phone#

Fax#

Agency () MENTZER MEDIA

600 FAIRMONT AVE, S#306

TOWSON, MD 21286

Agency C/P1/P2/E //1262

Flight Dates 08/21/2012 - 08/27/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	6A-7A	6A DAY BREAK	:30	\$650.00	08/21-08/21	2	1	2	\$1,300.00	
	2	W	6A-7A	6A DAY BREAK	:30	\$650.00	08/22-08/22	2	1	2	\$1,300.00	
	3	TH-F	6A-7A	6A DAY BREAK	:30	\$650.00	08/23-08/24	2	1	2	\$1,300.00	
	4	TU-F	10A-11A	TODAY 3	:30	\$300.00	08/21-08/24	4	1	4	\$1,200.00	
	5	TU-F	12P-1P	NOON NEWS	:30	\$450.00	08/21-08/24	8	1	8	\$3,600.00	
			Buyline Comment: 2X / DAY									
	6	W-F	5P-530P	5P NEWS	:30	\$1,100.00	08/22-08/24	3	1	3	\$3,300.00	
	7	TU-F	11P-1135P	LATE NEWS	:30	\$1,000.00	08/21-08/24	4	1	4	\$4,000.00	
	8	TU-F	1135P-1235A	TONIGHT SHOW	:30	\$500.00	08/21-08/24	4	1	4	\$2,000.00	
	9	W	10P-11P	LAW ORDER	:30	\$1,200.00	08/22-08/22	2	1	2	\$2,400.00	
	10	F	10P-11P	DATELINE	:30	\$1,200.00	08/24-08/24	1	1	1	\$1,200.00	
	11	SA	6A-7A	SAT 6A NEW BREAK	:30	\$300.00	08/25-08/25	2	1	2	\$600.00	
	12	SA	7A-8A	SAT 7A NEW BREAK	:30	\$650.00	08/25-08/25	2	1	2	\$1,300.00	
	13	SA	6P-630P	SAT 6P NEWS	:30	\$850.00	08/25-08/25	1	1	1	\$850.00	

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Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	14	SA	11P-1130P	SAT LATE NEWS	:30	\$1,000.00	08/25-08/25	1	1	1	\$1,000.00	
	15	SU	6A-7A	SUN DAYBREAK	:30	\$300.00	08/26-08/26	2	1	2	\$600.00	
	16	SU	7A-8A	SUN NEWS	:30	\$825.00	08/26-08/26	1	1	1	\$825.00	
	17	SU	8A-9A	SUN TODAY	:30	\$950.00	08/26-08/26	1	1	1	\$950.00	
	18	SU	9A-10A	MEET THE PRESS	:30	\$750.00	08/26-08/26	1	1	1	\$750.00	
	19	SU	10A-1030A	TO THE POINT	:30	\$300.00	08/26-08/26	1	1	1	\$300.00	
	20	SU	8P-1130P	NFL PRESEASON	:30	\$3,000.00	08/26-08/26	2	1	2	\$6,000.00	
	21	M	6A-7A	6A NEWS	:30	\$650.00	08/27-08/27	1	1	1	\$650.00	
	22	M	10A-11A	TODAY 3	:30	\$300.00	08/27-08/27	1	1	1	\$300.00	
	23	M	12P-1P	NOON NEWS	:30	\$450.00	08/27-08/27	2	1	2	\$900.00	
	24	M	5P-530P	5P NEWS	:30	\$1,100.00	08/27-08/27	1	1	1	\$1,100.00	
	25	M	11P-1135P	LATE NEWS	:30	\$1,000.00	08/27-08/27	1	1	1	\$1,000.00	
	26	M	1135P-1235A	TONIGHT SHOW	:30	\$500.00	08/27-08/27	2	1	2	\$1,000.00	

---REPORT TOTALS---

Report Totals: 54 / \$39,725.00

---SALES MONTHLY TOTALS---

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Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

Aug 12: 46 / \$34,775.00

Sep 12: 8 / \$4,950.00

Sales Totals: 54 / \$39,725.00

Station Totals: 54 / \$39,725.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$143,983	CATV	0%	WOOD	27%	WOTV	0%	WWMT	48%	WXMI	7%
		WXSP	0%	WZPX	0%	WZZM	15%				

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE